

**Boston Harbor Islands Partnership  
Meeting Minutes  
Environmental Protection Agency  
5 Post Office Square, 15<sup>th</sup> Floor, Boston, MA  
May 15, 2012, 3:00 PM – 4:30 PM**

**Attendees:** Maureen Cavanaugh and Charles Norris—Boston Harbor Islands Advisory Council; Jane Ellis for Tom Powers—Boston Harbor Island Alliance (BHIA); Richard McGuinness—Boston Redevelopment Authority (BRA); Antonia Pollak—City of Boston; Karl Pastore—Massachusetts Department of Conservation and Recreation (DCR); Marianne Connolly—Massachusetts Water Resources Authority (MWRA); Bruce Jacobson—National Park Service (NPS); Peg Wheeler—The Trustees of Reservations (TTOR).

Acting Chair Bruce Jacobson welcomed all, called the meeting to order. A quorum was present. There was a motion made to approve the minutes of the March 20, 2012 meeting. **The motion was unanimously approved.**

### **Spring Season 2012**

Karl Pastore reported that managers gearing up for the 2012 season. Park-wide training for long-term seasonals is completed. Ferry service has started to Spectacle and Georges, and service to camping islands will begin in late-June. Karl said Susan Kane will return to her position as DCR District Manager in one month.

### **MBTA Ferry Service**

At the last meeting of the Partnership, there was a request for the Chair to send a letter to the MBTA requesting continuation of ferry service to the islands from Quincy. The letter was sent. Tom Powers has been working with the Secretary of Transportation. Hugh Hawthorne, NPS, added that in 2011 the total number of visitors to the islands from Quincy was approximately 4,000.

### **New Appointments to the Partnership**

The Secretary of Interior appointed 8 members to the Partnership. Mike Caldwell as Voting Partner and Bruce Jacobson as Voting Alternate representing National Park Service; Doug McGarrah as Voting Partner and Tom Powers as Voting Alternate representing Boston Harbor Island Alliance; and Maureen Cavanaugh and Charlie Norris as Voting Partners and Chris Montgomery and Rob Moir as Voting Alternates representing the Boston Harbor Islands Advisory Council.

Bruce Jacobson reminded all Voting Partners and Alternates to do the online ethics disclosure reporting required by Department of the Interior.

Heartfelt thanks were expressed to Karl Pastore from everyone at the Partnership. Karl is the new Boston Regional Director for DCR. Karl has been involved since the inception of the national park area, and has been a truly great partner. As thanks, Karl was given 2 tickets to the Boston Light Tour program.

### **Operations Committee: Green Action Team**

Marc Albert introduced Lauri Webster, who is a consultant hired through funding from National Park Service to Boston Harbor Island Alliance. Her duties will include assessing the current status on solid waste handling, to make recommendations for improvement of recycling operations on Georges and Spectacle Islands, and to make recommendations for a long-term coordinated solid waste management among multiple partners including DCR, TIOBEC, BHIA,

and on-island vendors. Lauri introduced herself and her project and shared that she would be contacting several people through the year, and would love to hear any thoughts or ideas on the subject.

### **Media and Marketing**

Bruce Jacobson said that much of the increase in visitation to the park has been due to marketing work. The park's Strategic Plan calls for a continued increase in visitation. He and Susan Abell, Marketing Director for Boston Harbor Island Alliance, gave a presentation about the implementation of the marketing plan. The presentation started with a video presentation of the park's new public service announcement. Highlights are listed below:

The park's communication guide, adopted by the Partnership in 2011, has style, grammar and graphic design guidelines, and suggested messages that are intended to communicate about the park in a way that provides a consistent look and feel to the public. Examples are:

- Signs and exhibits. In 2001 the Partnership adopted a plan for consistent orientation panels, dockside park identity, wayside exhibits, and visitor guidance.
- The park logo, first adopted in 1998 as the first voting act of the Partnership, which recognized the value of unified identity.
- The park identity campaign in 2008, which included the park name, logo update, and slogan.
- Guidelines for both agency identity and park identity. The park is prominent but the agency logo is also appropriate when there is a clear lead agency.
- Island identity graphics.

Multiple internet resources provide park information.

- [youtube.com/Bostonharborislands](https://www.youtube.com/Bostonharborislands) channel has a playlist for four islands, Native Americans, science and nature.
- [Bostonharborislands.org](http://Bostonharborislands.org) is the official trip planner, and contains a new online community portal. Partners and public are encouraged to register and manage their email subscriptions. There is also an interactive volunteer area, and a staff-only element will soon be built out.
- Twitter account: [@34islandsboston](https://twitter.com/34islandsboston) is an active twitter account managed by BHIA
- [Facebook.com/bostonharborislands](https://www.facebook.com/bostonharborislands) has contributions by both NPS and BHIA staff
- To take a deep dive into the park's resources and planning (including meeting notes): [www.nps.gov/boha](http://www.nps.gov/boha)
- [quickbase.com](http://quickbase.com) is actively used to document and coordinate internal program and event schedules among staff of the Partnership agencies. It will also provide an online interface for visitors to apply for DCR recreational use permits and for non-profits to apply for free tickets.

Park marketing goals for 2012 include increasing ferry ridership to 120,000 visitors (which would be up 12.5%) and to activate Peddocks Island for visitors. Strategies to improve marketing for 2012 include:

- Boston Light trips now leaving from Long Wharf
- Adding a ranger desk at Pavilion closer to high flow area outside Quincy Market
- Promoting ferries at the Prudential and Chestnut Hill malls
- BHIA is working with Kortenhaus, a public relations consulting firm, to develop ways to promote Peddocks Island.
- Brochures promoting the off-season, Boston Light trips, monthly park events calendar, and closer coordination with the development of Boston Best Cruises brochures.

Partners discussed. Marianne Connolly asked how Deer Island could be included on the Boston Harbor Islands Channel. Bruce Jacobson said to forward video clips to him.

### **Artists-In-Residence Program**

Bruce Jacobson asked if there were any comments about the information that was distributed at the last meeting about a potential Artist-In-Residence Program for the islands. Karl Pastore thought it was a great idea, and Toni Pollak noted that it can take a great deal of staff time and would be important to get the right partners to make it work. A motion was made to move forward exploring the details for an artist-in-residence program for 2013. **The motion was unanimously approved.**

### **Designation of Committee Members**

Bruce Jacobson reminded all to designate agency representatives for all park committees: Park Operations, Planning, Finance, Getting Youth to the Islands, Marketing & Public Relations, and Nominating & Bylaws. Staff designated should be able to speak for the agency. Partners chose not to reactivate the Marketing Committee.

Bruce announced that Sarah Waterworth has accepted a new position as Administrative Program Specialist for National Park Service. She will be working with the Finance Committee to collect documentation of the 3:1 non-federal/federal match from each Partner organization.

### **Advisory Council**

Maureen Cavanaugh, Vice-chair, said the next Advisory Council meeting will be held on June 6.

### **Public Comment**

Mary Raczko, NPS, invited all to a nesting bird cruise through the outer islands on June 3.

Suzanne Gall Marsh asked if Friends of the Boston Harbor Islands cruises be listed on the park calendars. Bruce Jacobson said the Partnership's Marketing Committee made the decision to only advertize Partner agency-sponsored programs on official calendars in 2008.

There was a question on how to apply as an artist-in-residence. Bruce Jacobson responded that it is yet to be determined, but that the work would have to relate to the park in some way.

There was a suggestion to place signage on Rainsford Island, as an agency presence might

Suzanne said the FBHI annual meeting was held on Long Island. The guest speaker was Ellen Berkland, DCR Archeologist.

The meeting was adjourned.